

**Subject:** RE: Banners on Melrose

**From:** George Livermore

**Date:** 04/12/2016 11:01 AM

**To:** Donald Duckworth

Don,

Here is some e-mail information I received on this from the BSL

Hi Dulce,

I apologize for the late response but I was out of the office on Friday.

In general, you can submit an application for a location one year in advance of the installation date. For example if you're installing on 5/1/2017, then the earliest that you can apply is on 5/1/2016.

On the situation that you are asking, since you have a permit on an location. The earliest that you can apply is one year in advance of the date after the expiration date of the current permit. For example if an approved permit expires on 7/1/2017 the earliest you can apply for a new permit is 7/2/**2016**.

George Livermore  
800-436-3627 x 254  
[dekra-lite.com](http://dekra-lite.com)

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**From:** Donald Duckworth [mailto:[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)]

**Sent:** Tuesday, April 12, 2016 8:59 AM

**To:** George Livermore

**Subject:** RE: Banners on Melrose

I think we can get the City Council to agree. Please tell me the words we need.

On Apr 12, 2016 8:31 AM, "George Livermore" <[GeorgeL@dekra-lite.com](mailto:GeorgeL@dekra-lite.com)> wrote:  
Don,

I will work on this for you. I think the all BID's should get first right to poles in their district if they have a viable program, but I guess the City does not agree!

George Livermore  
800-436-3627 x 254  
[dekra-lite.com](http://dekra-lite.com)

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**From:** Donald Duckworth [mailto:[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)]

**Sent:** Monday, April 11, 2016 9:22 PM

**To:** George Livermore

**Subject:** Re: Banners on Melrose

Thanks for the heads-up George.

The Melrose BID and the City are partners in revitalizing the Melrose business district. It makes no sense that City staff / City banner policies are interfering with our effective branding of the BID area. Effective branding is a significant part of the opportunity / enhancement that BIDs bring to their respective business districts. This is true for the Melrose BID area and every other BID area in the City of Los Angeles. City policy should be revised.

Can you provide me with the specific language changes in existing City policy that are needed to empower local BIDs and their individual branding efforts? Shouldn't pole banners within all BID areas be made available to the each BID, subject to Council Office approval, without additional City permit, for the term of the BID? I would like to seek a change in City policy and believe that other City BIDs will join in this effort. What City policy language would best allow us to effectively brand our areas for long term success?

I'm looking forward to hearing from you tomorrow. Thank you!

On Mon, Apr 11, 2016 at 12:10 PM, George Livermore <[GeorgeL@dekra-lite.com](mailto:GeorgeL@dekra-lite.com)> wrote:  
Don,

Bad news, due to the current permitting structure at the BSL we have to remove all the Melrose banners

The current program only gives us 1 original permit and then 4 renewals for 90 days each which we have used up. Since we are the current permit holder we cannot re apply until our current permit expires. However other entities can apply and reserve the poles so somebody else has them reserved.

This is the new program from the BSL and it is not user friendly, we are trying but it seems the BSL does not like to make things easy or use any common sense with the new banner permitting program.

At this time we are attempting to re permit the locations that are currently available . Kind of a waste of time and money as we have to apply for new permits with additional fees, labor to remove and reinstall the banners.

City council needs to get the BSL to work for the local BID's and not so hard against them.

I will keep you updated as we try to secure new permits

**Respectfully,**

**George Livermore**

**Sr. Account Executive**

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